

The innovation offered by THE Col-ORED AMERICAN a few weeks ago in preor of the second best photograph of Booker 1. Washington, artistically done in four colors—has set the country "by the ears," in common parlance. Not only has this unusual production attracted widespread attention, but unstinted praise has come g us because of the bright and original "features" introduced, the unique method of discussing the topics of the day in a breezy, chatty way that at once interests, amuses and instructs. Our several departments, abounding in wit and wisdom; editorials that carry both scholarship and "ginger;" our newsy local paragraphs and mirror of society all appeal to the most cultured and refined tastes. More than that, when the pressure of advertising has been too great for our usual forms, THE COLORED AMERICAN has not hesitated to enlarge to twenty-pages, giving our subscribers their quota of reading matter, without additional charge.

To give an idea of the pleasant sur-

prise our progressive spirit and journalistic push have given our friends, and to show the wide area covered by our operations, we give below a few sample letters picked up at random from "The Editor's Mail Bag."

[Telegram.]
WANTS THEM IN A HURRY.
Greensboro, N. C.—Send one hundred copies last issue Colored American.
J. B. DUDLEY, A. and M. College.

WENT LIKE HOT CAKES. Memphis, Tenn.—Please send to me ten copies of last week's issue. Fold so Prof. Washington's picture will not bend, or rather, tear. Can sell that many as soon as received. May order more.

W. M. T.

PRACTICAL PROMOTION OF SUCCESS

Jacksonville, Fla.-Please find enclosed my check for five dollars to cover my subscription. Wishing you continued success, I am,

Truly yours, J. E. L.

Baltimore, Md.—The current issue of THE COLORED AMERICAN is a great one, which certainly adds to your fame as a leader in Afro-American journalism. In this and the annual of the Florida Sentinel, we truly see the race's brains in iournalism. F. F. J.

KNOWS HOW TO HELP

New York City.

I am in receipt of your letter enclosing bill for my subscription to your valuable paper and cheerfully enclose the sum of two dollars for the coming year. I enjoy reading your paper very much and think I can succeed in getting at least one subscriber. M. S. J.

WE SHALL BE WITH YOU. East Orange, N. J.—Please find enclosed check for my subscription. Hope to see you at our next convention at my old home in Richmond. Must congratulate you on the high excellence of the AMERICAN in both ma er and appearance. Best regards and wishes for your future attainments. I am,

Very respectfully yours, J. N. V.

THE PLEASURE IS OURS. St. Paul, Minn.—I enclose herewith subscription for one year. It is a small matter compared with the good that I get out of your paper. Taking into consideration sideration the enclosed and other matters I have sent you respecting the council, can you tell me if you ever saw more smoke as you go down the pike than we are making for the council? Kindly give us notice. Please send us a list of persons to whom we might send copies of the enclosed matter. Also please send me four portraits of Prof. Washington. See that they are evenly folded and wrapped in a horn so that they will not break, and send half a dozen copies of mer.

paper under separate cover. I wish to present them to white friends of mine. Let me congratulate you on your push. F. L. McG.

DELIGHTED WITH OUR STORY.

New Orleans, La.—I was so well pleased after reading your issue of the 18th with your article on the life history of Prof. Booker T. Washington, of Tuskegee Institute, that I wired you for one hundred copies. Our schools and universities are just about having their commencement exercises, and I thought it would be a good idea for each young man to have a copy of this issue as they man to have a copy of this issue as they go forth into the battle of life. I think Professor Washington's life will be a beautiful story for them, as no man of our race is doing more for the welfare and upbuilding of his people. His life's good work should be read in our schools, as none is more worthy of emnews of the death of my old friend and comrade. Capt. Thos. S. Kelly. Hoping this may find your family and friends, as well as yourself, in the best of health and spirits, I am,

Very truly yours, J. L.

Class Day Orator.

The class day oration of Roscoe Conkiling Bruce at proud Harvard University was an one of the best ever delivered within those hisortic walls. It dealt with the gradeur of truth and applied the practical principles of moral standards to the activities of life as we must live it. The Boston Herald gives much space to the address and praises its tone highly. Mr. Bruce has had an unusually brilliant career in chool, both in Washington and at Harvard, and the race has reason to b proud of the boy who had every op portunity to be spoiled by flattery, yet chose to make his way upon his owe merits He takes charge of the acdem ic department at Tuskegee in Septem

Excelsio

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Formerly kn) wn as MADRE'S PARK.] is open for engagements for picnica and out-door entertainments by Sunday Schools, Churches, Societies and reputable Clubs and individuals for the season of 1902. Run under entirely new suspices, the Excelsior Business Club. Offers the heat facilities to con-Club. Offers the best facilities to car line, as the Berwyn line of cars will leso oassengers off at the gate of the Park; ONLY ONE FARE. Ample, covered Pavilsion. Good water. E.cl. sed grounds with swings and other improvements. For further information or engagements address, or call at the res dence of,

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If the local pastor or any responsible party will sand us the name of a smart boy or girl to sell THE COLORED AMERICAN EVERY week in his town, we will put an extra copy in the agent's bundle each week, to be delivered free to the party appointing the ager so long as the agent sells THE COLORED AMERICAN. Send us the name of a smart girl or boy at once. Have them fill out the coupon and send it at once:

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reby agree to act from date as agent for The Colored American and ll the same to as many customer as can be secured, at 5 cents a copy every s, and that I will report not later than the Monday after each package is vived, and remit 3 cents for each eopy I sell or deliver to subscribers, and rn all unsold copies.
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How many first week..... Appointed by

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Washington, D.C. *************

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